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1997

The Way...

UNITED WAY OF BURLINGTON, HAMILTON-WENTWORTH

70th Anniversary

1927 - 1997

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October '97

Vol. 1 Issue 1

GOVERNMENT DOCUMENTS

"CAMPAIGN KICK-OFF"

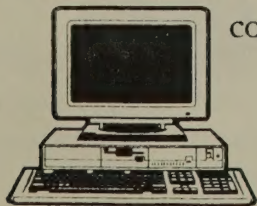


(L-R) Campaign Co-Chair James M. Barr, Honourary Campaign Co-Chair Sunni Genesco, United Way CEO Winston Tinglin, Board Chair Tom Atterton, Campaign Director Roger D. Ali. Photo Credit: Hugh Martin, Media Arts Centre

Great community and corporate minds get together to strategize and discuss 70th annual campaign for The United Way!

On September 8, 1997, Campaign 1997 kicked off at Hamilton City Hall. United Way fundraisers set an ambitious community goal of \$6.4 million. The United Way team believes that individual citizens, companies and workplace givers in Burlington, Hamilton-Wentworth will dig deep to reach this goal in order to maintain our social safety net of services and programs.

One in three people count on us for our help. Call us at 527-4543 and let us know that we can count on you for your support.



Virtually yours... take a look at our United Way web site:
<http://www.unitedway.interlynx.net/index.html>

DAY OF CARING!

Over 125 volunteers participated in 20 projects in community agencies throughout Burlington, Hamilton-Wentworth. Volunteers stepped forward from secondary schools (Westdale, M. M. Robinson, Assumption and Ancaster), from agencies and from the Hamilton-Wentworth and Halton Regional Police Services to complete hands-on projects throughout the day- painting, yard work, park work, working with seniors.

Special thanks to our t-shirt sponsors: U.S.W.A., Local 1005; AdVenture marketing solutions and Hamilton-Wentworth Regional Police. Great thanks to our breakfast sponsor and venue host: Fortinos at Main and Dundurn (Hamilton) and New & Appleby Streets (Burlington).

Rome may not have been built in a day, but Caring surely was on October 15 in Burlington, Hamilton-Wentworth!

DAY OF CARING: presented by The United Way in co-operation with the Hamilton-Wentworth Regional Police, Halton Regional Police and the Volunteer Centre of Hamilton & District.

Campaign Representative Profile
Regina Chong



A Campaign Representative is an employee who is loaned to our Annual Campaign on a full time basis, to ensure community outreach and campaign success. Regina Chong comes to us from Dofasco Inc., where she has been a Chemical Engineer for 17 years.

Regina decided to join us as a Campaign Representative because she believed it would be a good learning experience, and an opportunity to meet new people. The most important aspect of being a CR to Regina is, that it enables her to give something back to the community.

When asked if she would recommend this program to other companies she said: "Definitely, I think it is great training for employees, and it gives the company a positive image. If the company is not able to spare people, employees should at least become volunteers."

To Regina, seeing people participate in special events, informing people of our United Way community agencies, or even breaking through a new account, makes her feel like she is making a difference. The United Way recognizes people like Regina Chong for their hard work and dedication.

P.S.

Stay tuned for the next campaign representative profile.

*Marooned on a
Desert Island*

*by Peter Gorham
The Rotary Club of Hamilton, Ontario*

Two guys were on a charity benefit cruise to Hawaii a few weeks ago. The ship went over in a storm and they ended up shipwrecked on a deserted island. One is a very famous businessman, Brian Fortune. The other one is a not-so-famous businessman, Larry Paikin.

Larry was frantic. Worried about survival. Scrounging for nuts and berries.

Brian laid back as usual said, "Relax--we have enough supplies to last two months."

Larry - "They may not find us for a year."

Brian - "They'll find us."

Larry - "How can you be sure?"

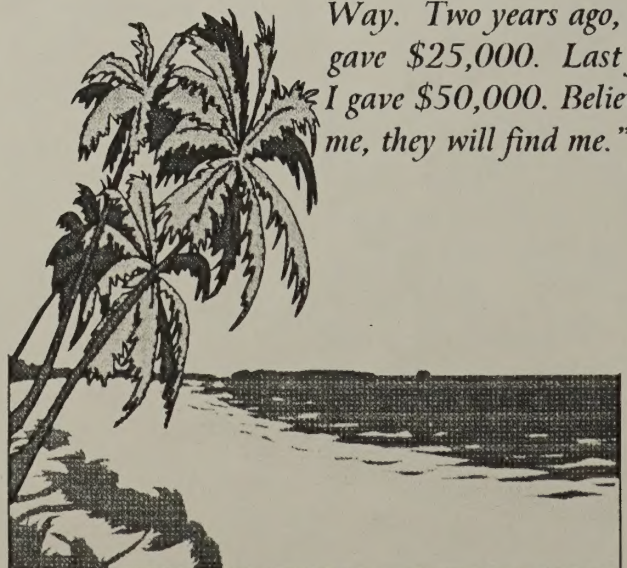
Brian - "Because it's September 22nd."

Larry - "What? Who cares?"

Brian - "The United Way Campaign starts fundraising in September."

Larry - "So what? United Way is a charity in Hamilton, for pete's sake. We're trapped on a deserted island in the middle of nowhere. How can that help us?"

*Brian - "Three years ago,
I gave \$10,000 to United
Way. Two years ago, I
gave \$25,000. Last year,
I gave \$50,000. Believe
me, they will find me."*



Your United Way gift makes the difference!

Your donor dollars work to maintain a safety net of over 115 services and programs in Burlington, Hamilton-Wentworth. The following are but few examples of the impacts of your charitable gift ...

☛ \$5.71 per biweekly pay allows **Alternatives for Youth** to provide one hour of individual counselling for a youth with problems related to alcohol or drug abuse.

☛ \$68.60 per biweekly pay enables **Big Brothers Association of Burlington and Hamilton-Wentworth** to match a volunteer Big Brother with a child for one year.

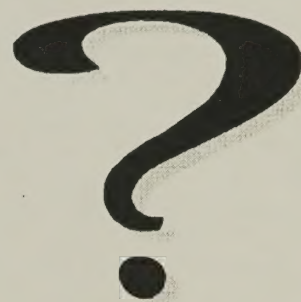
☛ \$1.60 per biweekly pay supports one day of programming for an intellectually handicapped adult through the **Burlington Association for the Intellectually Handicapped**.

BIZEXPO '97



On September 24-25, The United Way was invited to set up a display at the **BUSINESSEXPO '97** at the Hamilton Convention Centre.

Thanks to Town Publishing Inc. for this exciting opportunity to meet business professionals, network, and receive media coverage.



Have You Ever Wondered ...

Q. What does The United Way do?

A. We are a community-based charitable organization that raises money to meet community-identified priorities. The funds are then distributed among 55 agencies in Burlington and Hamilton-Wentworth to support over 115 vital services.

The United Way works in partnership with these agencies and other community organizations, using your charitable dollars, to build healthy, caring, and safe communities in Ancaster, Burlington, Dundas, Flamborough, Glanbrook, Hamilton, and Stoney Creek.

Q. How do I donate to The United Way?

A. You may invest your donor dollars through **Option 1**, our United Way Fund, or **Option 2**, our 7 community-identified priorities.

Or, you may choose **Option 3**, Donor Choice. The United Way will act as a clearinghouse to allocate your donations to any charitable organization of your choice in Burlington and Hamilton-Wentworth. Best of all, there is no administration fee for this service.

For more info,
please call
The United Way
905-527-4543



UPCOMING EVENTS

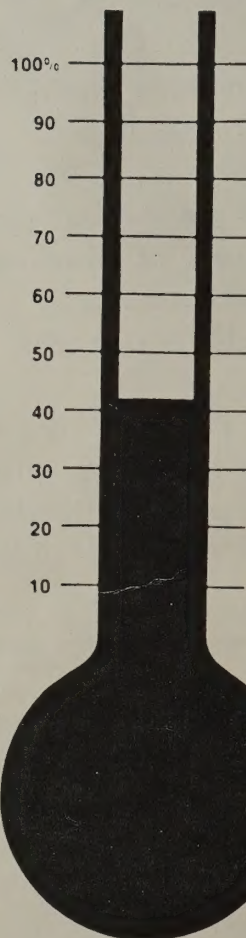
- ☺ November 3rd - 6th & November 10th -13th
United Way Telemarketing Weeks
- ☺ Friday, November 14th, Casual Day. Purchase a sticker in your workplace or at The United Way.
- ☺ Saturday, Nov. 1st, United Way Day at Lime Ridge Mall

CAMPAIGN CORNER

- ☺ Sun-Canadian Pipe Line/Sunoco Inc., Waterdown, through employees, retirees & special events, raised \$8,155.17
- ☺ Golf Marathon - The Hamilton Spectator employees & friends raised over \$13,000
- ☺ The CUMIS Group corporate donation increased by 14%
- ☺ Westinghouse Canada Inc. increased its corporate donation by 6.3%
- ☺ United Way 2nd Annual Walk-A-Thon, co-ordinated by the local Chinese community, raised over \$25,000 on September 28th, 1997

OUR COMMUNITY GOAL

\$ 6.4 million
RAISED TO DATE
\$2.6 million



The United Way is everyone...
The United Way is you.

70th Anniversary

1927 - 1997



By The Way...

Written, Designed & Produced by the

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